

KGMZ-FM/HD-1

KUFX HD-1

# Issues/Programs Report

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October – December 2014

## **ISSUES/PROGRAMS REPORT**

### **Q4 2014**

The following report details public affairs programming aired during the period October-December 2014.

For this period, issues ascertained to be of significant importance to the San Francisco/Bay Area included:

#### ***HEALTH***

#### ***ECONOMY***

#### ***CHILDREN's ISSUES/PARENTING***

#### ***EDUCATION***

#### ***ENVIRONMENT***

A summary of programs aired addressing these issues and full show descriptions follow.

Also, public service campaigns and community initiatives aired/conducted during the quarter are also detailed.

## **KGMZ-FM/HD-1 & KUFX HD-1 PUBLIC AFFAIRS PROGRAM SCHEDULE**

**Q4 2014**

### **SUNDAYS**

<u>Time</u>	<u>Program</u>	<u>Type</u>	<u>Length</u>
5:00 AM	Info Trak	I	30 min
5:30 AM	Today's World	I	15 min
5:45 AM	Listen Up Bay Area	I	15 min
6:00 AM	Commonwealth Club	I	1 hour

Program Type Description: I = Interview Format, S = Speech w/ question & answer, E = Educational, O = Other

**KGMZ-FM PSA'S/COMMUNITY INITIATIVES**  
**Q4 2014**

**Local PSA Spot Summary**

- **Ad Council: Autism Awareness**
  - **2x :60 spot**
  - **2x :30 spot**
- **Ad Council: Firearm Safety**
  - **2x :60 spot**
  - **2x :30 spot**
- **Ad Council: Foster Care/Adoption**
  - **2x :30 spot**
- **Ad Council: Fatherhood Involvement**
  - **1x :60 spot**
  - **1x :30 spot**
- **Ad Council: Community Engagement**
  - **1x :60 spot**
  - **1x :30 spot**
- **Ad Council: Child Passenger**
  - **1x :60 spot**
  - **1x :30 spot**
- **Ad Council: Energy Efficiency**
  - **1x :60 spot**
  - **1x :30 spot**
- **Ad Council: Muttville Dog Rescue**
  - **1x :60 spot**
- **Ad Council: Emergency Preparedness**
  - **1x :60 spot**
  - **1x :30 spot**

**Total Local Spot Count: 21**

## **KGMZ-FM/HD-1 & KUFX HD-1 Q4 2014 ISSUES + PROGRAMS REPORT SUMMARY**

### **HEALTH**

DATE	TOPIC	DURATION	PROGRAM
10-12-14	Dr. Sally Satel discusses the shortage of organ donations and shared her story of receiving a kidney donation in 2006. She believes that a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children—rather than lump-sum cash payments—would eliminate the shortage of available organs.	8 min	Info Trak
10-12-14	Dr. James Betts led a study of whether people who eat breakfast are healthier or lose weight more effectively than those who skip it. His research found that breakfast eaters consumed more calories each day and were more physically active overall, but there was no difference in weight. He said that while breakfast doesn't matter for adults, it is still important for children for nutrition and learning.	8 min	Info Trak
10-12-14	October is Breast Cancer Awareness Month and one of the American Cancer Society's biggest fundraising events each year is "Making Strides Against Breast Cancer." Community Events Specialist Ondine Boulter joins us to talk about this celebration of survivorship and how people can get involved to help the fight against breast cancer.	15 min	Today's World
10-19-14	Author Graeme Cowan, shares his story of battling depression. He explained how depression can affect a company's workforce, and how managers and co-workers can help someone who is suffering for depression, stress or other mental health issues.	8 min	Info Trak
10-19-14	Dr. Dana Edelson was a co-author of revised guidelines for cardiopulmonary resuscitation for The American Heart Association. She outlined the current recommendations for CPR procedures, and said chest compression should be the top priority in a cardiac emergency.	5 min	Info Trak
10-19-14	Americans throw away billions of dollars in food each year. Rob Greenfield is on a mission to change that. Rob visited the Bay Area for Oakland's "Feeding the 5,000" event raising awareness of food insecurity and food waste.	15 min	Today's World
10-26-14	Dr. Valter Longo has led multiple studies examining the effect of fasting on life extension and cancer	8 min	Info Trak

	therapy. His latest study found that a three-day fast appears to significantly increase the effectiveness of chemotherapy treatments. He talked about the possible reasons behind this finding, and what people need to know before considering a fast.		
10-26-14	Dr. Sara Bleich believes consumers make poor nutritional choices because the concept of calories means very little to them. She conducted a study of urban teenagers in which signs were placed in convenience stores, informing patrons that it would take five miles of walking to burn up the calories from a soft drink. Soda sales declined, not only while the signs were posted, but even weeks after they were removed. She explained the importance of finding ways to communicate nutritional information in more useable formats.	5 min	Info Trak
10-26-14	This week during Part 2 of our series on Breast Cancer Awareness, Dr. Kathleen Grant, Medical Oncologist from the California Pacific Medical Center joins us to discuss the fight against breast cancer. She shares the latest developments, new findings in genetic research, and preventative measures women can take to prevent breast cancer.	15 min	Today's World
11-2-14	Dr. John Santa and Consumer Reports recently evaluated the most frequently-used screenings for cancer. Of the eleven screenings evaluated, the organization only recommended three, cautioning that most consumers should avoid eight other common tests. Dr Santa explained the results of his study, and offered advice for health consumers.	9 min	Info Trak
11-2-14	Dr. Vaughan Dabbs says Americans are 16 times more likely to experience back pain than someone who lives in a poorer country. He talked about the many choices of treatments for back pain. He also offered advice to improve poor posture, which he believes is one of the primary causes of back problems.	5 min	Info Trak
11-9-14	Author Anne Fletcher discusses treatment options for people with substance abuse issues. She visited 15 addiction treatment centers to determine what forms of rehab are effective. She said it's common for people who struggle with addiction to require treatment multiple times, but she found that rehab centers often provide the same treatment over and over, rather than trying different approaches for	8 min	Info Trak

	repeat patients.		
11-16-14	Dr. Angela Gardner talks about the trend of Emergency Room doctors requiring unnecessary blood tests and imaging scans due to fear of malpractice lawsuits and why ER physicians are such an inviting target for legal action. She also offered suggestions on how to improve the situation	9 min	Info Trak
11-16-14	Gawande tackles the question of how medicine can not only improve life but also the process of its ending. Modern medicine, dedicated to prolonging life, inevitably runs counter to the natural condition of aging and death. Nursing homes, hospitals and doctors, in the process of provide the aging and dying with the best care, continue to pin patients to railed beds and carry out devastating procedures that ultimately extend suffering. A practicing surgeon and MacArthur fellow, Gawande addresses his profession's ultimate limitation, arguing that quality of life is the desired goal for patients and families. Gawande offers examples of more socially fulfilling models for assisting the infirm and dependent elderly, and he explores the varieties of hospice care to demonstrate that a person's last weeks or months may be rich and dignified. Gawande asserts that medicine can comfort and enhance our experience even to the end, providing not only a good life but also a good end.	1 hr	Common Wealth
11-3-14	Dr. Gary Small discusses the growing number of cases of Alzheimer's' Disease diagnosed in patients under the age of 65, and the possible causes of the trend. He also talks about the differences in Alzheimer's in young people compared to elderly patients, and the types of therapies and medications available.	7 min	Info Trak
12-21-14	Dr. Felicia Cosman explains that most experts are still unsure about the value of taking calcium supplements. She stresses the importance of getting calcium through the diet, and offers other advice on how to improve bone health and reduce a person's chance of developing osteoporosis	8 min	Info Trak
12-28-14	Dietician Kristen Kirkpatrick says that consumers need to put more thought into the foods that they buy. She offers suggestions to help people read nutrition labels to make wiser choices.. She explains how to find a local farm or produce	7 min	Info Trak

	supplier, which usually can provide information about their food more accurately than a supermarket.		
12-28-14	Dr. Lance Dodes explains how to identify an addiction and recognize key moments in addictive behavior. He says that every addictive act is normally preceded by a feeling of helplessness or powerlessness. He offers both long- and short-term advice for those dealing with an addiction.	4 min	Info Trak

## ECONOMY

DATE	TOPIC	DURATION	PROGRAM
10-5-14	PhD. Michelle Budig has studied the parenthood pay gap. She has found that mothers are less likely to be hired for jobs, to be perceived as competent at work or to be paid as much as male colleagues with the same qualifications. However, having a child is good for a man's career. She discusses the possible reasons behind this problem and potential solutions.	5	Info Trak
10-26-14	The senator recounts her personal journey in public service and aims to galvanize women to reach beyond their busy lives and make a meaningful difference in the world around them. If women were fully represented in politics, Gillibrand says, national priorities would shift to issues that directly impact them: affordable daycare, paid family medical leave, and equal pay. Pulling back the curtain on Beltway politics, she speaks candidly about her legislative successes (securing federally funded medical care for 9/11 first responders, repealing Don't Ask, Don't Tell) and her crushing disappointments (failing by five votes to pass a bill protecting survivors of sexual assault in the military). Gillibrand also shares stories of growing up the daughter and granddaughter of two trailblazing feminists in a politically active family in Albany, New York, and retraces her nonlinear path to public office.	1 hr	Common Wealth
11-9-14	Kristof is a two-time Pulitzer Prize-winning columnist for The New York Times, awarded first in 1990 for his coverage of China's Tiananmen Square democracy movement and later in 2006 for his reporting on genocide in Darfur. His columns unpack the hidden and often shocking side of	1 hr	Common Wealth



	<p>global issues, from poverty to human trafficking. Nick's latest book, <i>A Path Appears</i>, champions stories of individuals, organizations, and research breakthroughs that took small steps to make not-so-small differences in the world. A 9-year-old asked friends and family to donate to a charity: water campaign as her birthday present, raising \$220 – six weeks later she tragically died, spurring \$1.2 million in donations and providing clean water to 37,000 Ethiopians. Parasites in the bellies of schoolchildren account for a quarter of absenteeism in Africa—and deworming costs 2 cents at scale. Kristof reminds us that you don't have to devote your life or give away millions to have a profound impact on the lives of the suffering.</p>		
11-16-14	<p>GLIDE has been helping serve the homeless and uplift people in San Francisco for over 40 years. Reverend Cecil Williams and Janice Mirikitani visit to share details of this year's Holiday Jam "Legends Live" featuring Rita Moreno, Joan Baez and tributes to Robin Williams and Maya Angelou. The annual event is the organizations primary fund raising event and helps provide nearly 1 million free meals each year.</p>	15 min	Today's World
11-23-14	<p>Love it or hate it, fracking is changing the way America powers its economy. Thanks to fracking, the United States is now the world's largest petroleum producer, something unthinkable a few years ago. Coal is down, but not out. Nuclear's knees are buckling due to low natural gas prices and the fallout from Fukushima. Researchers and investors are looking for big breakthroughs in storage technology and sucking carbon out of smokestacks.</p> <p>In Silicon Valley the buzz is about the Internet of Things and merging information technology with energy. Previous attempts to marry those two didn't end well. Is this time different? What are the promising areas for innovation and creating new jobs and economic growth? What role should the U.S. government play in discovering new fuels and getting them to market? Join us for a conversation with one of America's top power players.</p>	1 hr	Common Wealth
12-7-14	<p>Author Helaine Olen discusses common myths purveyed by many of the nation's most respected financial gurus. She said the financial industry frequently sells products and services to consumers that offer little, if any, help in achieving financial security. She talks about the corrosive role that commissions and fees too often play in advice offered by money advisors.</p>	8 min	Info Trak

12-7-14	Professor Joseph Ugrin discusses his study of a trend called “cyberloafing,” which is rapidly increasing in workplaces throughout the nation. He found that all employees – old and young alike – are spending large amounts of their workday on non-work-related activities online, such as social networking and managing their finances. He talks about the challenges that employers face in dealing with the problem.	4 min	Info Trak
12-14-14	Financial Advisor Frances Newton says this is an excellent time of year for consumers to dig through credit card statements and bank receipts, and get their finances in order. She says getting organized will not only help a consumer to save money during the year, but it will also boost financial confidence.	5 min	Info Trak
12-21-14	Maureen Sedonaen, President and CEO of SF Goodwill talks about the mission of Goodwill and their efforts to help put people back to work by partnering with businesses around the Bay Area. Maureen also discusses their annual Donate-a-thon coming up on December 31 <sup>st</sup> and their goal to fill 60 trucks.	15 min	Today's World
12-21-14	Author Karen Simpson-Hankins discusses the four biggest mortgage mistakes most consumers will make and the questions that consumers should ask lenders. She also explains why home inspections are crucial in the home-buying process, and how consumers can wisely shop for the best interest rate.	5 min	Info Trak
12-28-14	Oakland is being called the new Brooklyn as news of the city's revitalization makes national news. Visit Oakland's Director of PR & Community Relations Kim Bardakian joins us to discuss the city's resurgence and the upcoming Oakland Restaurant Week January 15-25, 2015.	15 min	Today's World

## CHILDREN'S ISSUES

DATE	TOPIC	DURATION	PROGRAM
10-5-14	Author Pat Brown discusses risky online/social media choices teens make that can put them in harm's way, and how predators use that behavior to choose their victims. She teaches parents to be proactive to keep their children safe.	8 min	Info Trak
10-12-14	Author Monica Betson-Montgomery read and scored over 20,000 freshman college applications throughout her career. She believes the process of preparing for college should begin in grade school	5 min	Info Trak

	or even earlier. She outlined possible strategies for parents navigate their way through their child's educational career		
10-26-14	Dr. Ann Marie Thomas says many of today's engineering students have few hands-on skills or the ability to actually make or fix something. She explained why it is crucial to encourage today's youth to think creativity and innovatively. She offered suggestions for parents who want to teach their children to be able to use their hands to make things.	8 min	Info Trak
11-9-14	Dr. Amanda Staiano was the lead author of a study that found that kids who have televisions in their bedrooms are twice as likely to be fat and nearly three times as likely to be at risk for heart disease and diabetes as those who don't. She recommended that parents limit a child's screen time to no more than two hours per day.	5 min	Info Trak
11-9-14	Renee Espinoza, Executive Director of San Francisco CASA and Gail Nebenzahl, recently named California Volunteer of the Year join us to discuss San Francisco CASA and the difference it makes to foster youth in the Bay Area. We also talk about the importance of volunteerism and how to get started giving back in your community.	15 min	Today's World
11-16-14	Although automobile safety technology has improved dramatically in the past two decades, school bus designs have changed very little. Dr. Alan Ross explains the reasons behind the lack of progress. He believes seat belts should be mandated in all school buses. He talked about the expenses involved to retrofit the nation's school bus fleet.	4 min	Info Trak
11-3-14	Dr. Harris Stratyner talks about his organization's survey, which found that a growing number of online conversations among teenagers involve the topics of illegal drug use and sex. He shares his concern that many young people are getting dangerous misinformation about drug safety. He talks about the code words that teens often use online, and what parents need to know.	5 min	Info Trak
12-7-14	Caltrain's annual Holiday Train travels around the Bay Area to collect over 2,000 toys for the Toys for Tots program. Caltrain's Christine Dunn joins us to discuss this year's efforts and where donations will be accepted during the 2-day event.	15 min	Today's World
12-7-14	Katie discusses how child abuse is not just physical, but emotional as well, how to recognize	15 min	Listen Up Bay Area

	abuse, and how law enforcement becomes involved.		
12-21-14	Dr. Deborah Prothrow-Stith discusses the growing trend of youth violence and gang activity in America. She believes that youth violence should be approached as a public health issue, similar to the way that smoking and lung cancer were dealt with through public education. She talks about the value of school-based programs, which have resulted in decreases in aggressive behavior. She also outlines the common characteristics that link most young violent offenders.	9 min	Info Trak

## EDUCATION

DATE	TOPIC	DURATION	PROGRAM
10-19-14	Dr. Robert Neuman believes that college students are ill-prepared. He outlined several strategies that high school students can use to enter college with the knowledge, learning skills and work ethic required to succeed. He explained why extra-curricular activities are also quite important when submitting a college application.	8 min	Info Trak
10-19-14	"Have we forgotten how beautiful it is to be on fire for justice?" Dr. West – activist, author and philosopher – will discuss his latest work and offer his thoughts on the intersection between leadership, faith and social justice.	1 hr	Common Wealth
11-2-14	How CTC is bringing and teaching everyday tech to people who might be out of reach.	15 min	Listen Up Bay Area
11-2-14	The Unity Council is celebrating 50 years of service to Oakland and surrounding communities. CEO Christ Iglesias joins us to discuss the group's youth and education services and job training programs, the upcoming 50 year celebration, and the DIA Festival held yearly in Oakland's Fruitvale district.	15 min	Today's World
11-16-14	How the JPC in San Francisco provides educational opportunities for people with disabilities, and how people can volunteer.	15 min	Listen Up Bay Area
11-23-14	The Good Tidings Foundation helps refurbish and maintain athletic facilities and fields as well as creating original projects in arts and education. Founder & Chairman Larry Harper joins us to discuss their efforts assist kids in the Bay Area.	15 min	Today's World
11-30-14	Dr. Donald McCabe is a researcher who studies cheating in school. He has found that levels of cheating are on the rise in every level of education. He discusses some of the latest and most inventive methods of cheating fostered by newer	9 min	Info Trak

	technologies. He also offers suggestions to parents on how they can encourage their children to be honest.		
11-30-14	How The Writer/Coach connection matches mentors with Bay Area youth to help improve reading and writing skills, and people can volunteer.	15 min	Listen Up Bay Area
12-7-14	Milani is one of the founding co-directors of the Iran Democracy Project and a research fellow at the Hoover Institution. Until 1986, he taught at Tehran University's Faculty of Law and Political Science, where he was also a member of the board of directors of the university's Center for International Relations. For eight years, he was a visiting research fellow in University of California, Berkeley's Middle East Center. Come hear one of the world's top Middle East experts give his take on how ISIS will ultimately impact the region and the U.S.	1 hr	Common Wealth
12-14-14	How and why do women decide to pursue careers in science and technology? What is the reaction of their family, friends, teachers and others? This panel of three women at three different points in their careers – early, middle and advanced – will discuss the experiences that have supported and challenged their career pursuits. Come learn from their stories and hear ideas about how to attract more women to areas of science where they are still greatly under-represented, such as engineering and mathematics.	1 hr	Common Wealth
12-14-14	Margi English, Executive Director of St. Vincent de Paul Society of San Francisco joins us to discuss their efforts to address homelessness in the City and provide assistance to survivors of Domestic Violence.	15 min	Today's World
12-14-14	How World Reader put digital reader and content into the hands of children around the world who might not have access to books.	15 min	Listen Up Bay Area
12-21-14	How the Children's Creativity Museum promotes creativity in problems solving for children of the Bay Area.	15 min	Listen Up Bay Area
12-28-14	Author Frederick Hess believes that even bitter opponents who argue about how to improve schools agree on more than they realize. He suggests that uniformity frequently gets in the way of quality education and that the American education system must change radically. He also says that schools need to implement a much wider variety of schooling options that would better meet student needs.	9 min	Info Trak

## ENVIRONMENT

DATE	TOPIC	DURATION	PROGRAM
10-12-14	Mr. Kilbridge discusses Habitat's expansion out of SF into other Bay Area communities.	15 min	Listen Up Bay Area

## MISCELLANEOUS

DATE	TOPIC	DURATION	PROGRAM
10-5-14	Dr. Jeff Herten was a high-functioning alcoholic for over 30 years. He talks about the widespread nature of hidden alcoholism in our society. He believes that alcohol is more addictive and destructive than drugs like heroin. He said alcohol consumption contributes to a surprising number of cancers and other health problems.	8 min	Info Trak
10-5-14	The Bay Area Pet Fair returns to the Marin Center on October 5 <sup>th</sup> & 6 <sup>th</sup> featuring hundreds of adoptable dogs, cats and small animals. Mike Murray, Community Outreach Manager for Pet Food Express and Nancy McKenney, CEO of Marin Humane Society join us to discuss this years event how the Marin Humane Society works with dozens of local rescue groups to hold this event every year.	15 min	Today's World
10-5-14	Mark Drevno and Judy Jacob with Jails to Jobs join the program to talk about how they continue to help ex-convicts find work.	15 min	Listen Up Bay Area
10-5-14	The question of whether the U.S. should act as the world's police force has been disputed for decades – should the U.S. respond to issues abroad with military force? Retired four-star General Tony Zinni examines this question and breaks down the process of how the U.S. decides to go to war in his latest book. Drawing on his extensive military career spanning several decades, General Zinni analyzes America's history of military action, the role of government in the military process and the necessary shifts in order to make the decision to go to war a more transparent process.	1 hr	Common Wealth
10-12-14	Here's a chance to improve your own sense of style in a world where the clothes you put on each morning send a message. As San Francisco Fashion Week begins, noted fashion expert Joe Zee will provide a rare inside look at the trends that dominate the fashion industry. He'll also bring behind-the-scenes stories about designers and the celebrities who wear them. Having previously held fashion editorial positions at W, Details, Vanity Fair and House & Garden, Zee will also discuss his latest role at Yahoo.	1 hr	Common Wealth
10-19-14	What makes Maine Coon Cats unique, and why	15 min	Listen Up Bay Area

	so many need to be adopted.		
10-26-14	How domestic abuse isn't always physical, and people can intervene if domestic abuse is occurring.	15 min	Listen Up Bay Area
11-2-14	Author Nathaniel Smith says that anger is a growing problem in our society, caused in part by our nation's economic struggles in recent years. He discusses the typical causes of anger, and how out-of-control anger can harm a person's health, destroy relationships, and derail a career. He outlined several anger management strategies that he uses with patients in his practice.	8 min	Info Trak
11-2-14	Leon Panetta has had two distinct and consequential careers as an American public servant. His first lasted 35 years and culminated in his role as President Clinton's budget director and White House chief of staff. He stepped back from his public life to establish the Panetta Institute with his wife, Sylvia. In 2009 he again stepped into the role of CIA director, eventually leading the campaign to kill Osama Bin Laden. Following that victory, Panetta became the U.S. secretary of defense, inheriting two troubled wars in a time of austerity and painful choices. In his new book, Worthy Fights, Panetta is frank about the current state of affairs. Suffused with its author's stubborn common sense, the book is an epic American success story, a great political memoir, and a revelatory view onto many of the great figures and events of our time.	1 hr	Common Wealth
11-9-15	Dr. Spencer Cowan led a study that examined fairness in the process of applying for a mortgage. He found that a home loan application listing a female applicant with a male co-applicant is less likely to be approved than one listing a male applicant with a female co-applicant. He discusses the possible reasons behind this issue and why it matters.	8 min	Info Trak
11-9-14	A discussion of people can get involved providing basic home repairs for people who can't afford professional repairs.	15 min	Listen Up Bay Area
11-16-14	Dr. John Hartigan discusses the state of race relations in America and the media's role in it. He discussed ways that the first black President has affected attitudes regarding race relations.	8 min	Info Trak
11-23-14	Professor Aimee Morrison discusses the synthetic perfection in nearly every image we see today, and how that affects women and their self images. She explained why the Photoshopping of nearly every image we see in the media has caused an	8 min	Info Trak

	increase in body insecurity among women. She believes the trend has actually has reached a tipping point, where consumers are starting to be turned off by the unattainable images in advertising messages.		
11-23-14	Author Michael Harris believes that we now live in an age that lacks solitude, and the time we once used to be alone with our own thoughts is now filled with social media and technology. He explains his own story of going on a “technology fast,” and why those moments of silence are so important.	8 min	Info Trak
11-23-14	Author Karen Jones suggests quick and simple actions anyone can take to make a positive difference in the world around them, to fight scourges like homelessness, racism and poverty. She explains what she calls philanthropy, actions such as volunteering or donating that emotionally benefit the donor.	5 min	Info Trak
11-23-14	How/why the SF Food Bank expended into Marin Co when people have the impression that Marin is so affluent. How people can donate and volunteer.	15 min	Listen Up Bay Area
11-30-14	Francis Kong of the Asian America Foundation shares the vision for the upcoming "Imagine Talks" event January 17, 2015. The event seeks to empower women and celebrate society with inspiring talks from community leaders.	15 min	Today's World
11-30-14	Marissa Mayer is the CEO of Yahoo and is one of very few women to have run a Fortune 500 company. In 2013, Mayer earned the number one spot on Fortune Magazine's 2013 “40 Under 40” list. Fifteen years before she became the tech powerhouse she is today, Mayer was hired as the 20th employee at a small tech company. This company, Google, enjoyed a meteoric rise to prominence under Mayer's tenure and launched successful and groundbreaking products such as Google Maps, Google News, Gmail and Chrome. In 2012, Mayer claimed a bigger stage with her appointment as CEO of Yahoo In two years, Mayer has reinvigorated Yahoo's brand, reimagined all of its core products including Yahoo Mail, Flickr and more, and introduced new mobile products such as Yahoo Weather and Yahoo News Digest which have both won design awards. In addition, Mayer has acquired more than 40 companies, including Tumblr. Her boldness has made her a household name, and we're pleased to award Marissa Mayer INFORUM's 21st Century Visionary Award.	1 hr	Common Wealth



12-7-14	Author Anise Wiley-Little says diversity is often ignored, although it can be a tremendous resource for businesses. She outlined the reasons that diversity and inclusion should matter to our nation's corporations and communities. She also says that in most cases, male managers and CEOs are ultimately in control of whether diversity succeeds or fails in a company.	9 min	Info Trak
12-14-14	Prof. Michael Harper discusses the growing influence of age discrimination in today's job market. He explains the reasons that employers often avoid older job applicants. He said the Age Discrimination in Employment Act, which prohibits employment discrimination against anyone 40 or older, is highly ineffective. Prof. Harper believes the law should be reformed to make it at least as strong a deterrent as laws that prohibit discrimination on race or gender.	8 min	Info Trak
12-14-14	Consumer Reports Senior Editor Jeff Blyskal says an increasing number of retailers are taking spying to a whole new level. He says stores are installing hidden video cameras, video analytics software, smartphone tracking and wi-fi hotspots to gather a surprising amount of data about their individual customers. The goal of this intense surveillance is to target shoppers with customized marketing, to convince them to shop more and spend more.	8 min	Info Trak
12-21-14	World-renowned chef Jacques Pépin is a gifted culinary artist. He has hosted 13 popular cooking series on public television and written dozens of cookbooks. Pépin was born in Bourg-en-Bresse, near Lyon. His first exposure to cooking was as a child in his parents' restaurant, Le Pelican. From 1956 to 1958, Pépin was the personal chef to three French heads of state, including Charles de Gaulle. After moving to the United States in 1959, Pépin served for ten years as director of research and new development for the Howard Johnson Company, a position that taught him about mass production, marketing, food chemistry and American food tastes. Enjoy an evening with internationally renowned French chef, author, and television personality Jacques Pépin, as he discusses his upcoming 14th cooking series, "Jacques Pépin: Heart and Soul."	1 hr	Common Wealth
12-28-14	Art Heroes is a creative collective that provides free high quality design work to non-profits.	15 min	Listen Up Bay Area

12-28-14	<p>Join Cleese as he takes us on a grand tour of his ascent in the entertainment world, from his humble beginnings in a sleepy English town to the pinnacle of comedy and worldwide success.</p> <p>With his signature characters – the Minister of Silly Walks and the owner (and would-be returner) of a dead parrot – Cleese's work with Monty Python's Flying Circus and Faulty Towers has become legendary. His hit films Monty Python and the Holy Grail, Life of Brian and A Fish Called Wanda, and his memorable roles in James Bond and Shrek have put him in a class of his own.</p> <p>From his hilarious tweets and new memoir, hear more from this towering comedic genius.</p>	1 hr	Common Wealth
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# Program Summaries

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October – December 2014

## Info Trak 2014 Q4

### Program Synopsis

October – December 2014

**Date aired: 10/5/14 Time Aired: 5:00a**

**Jeff Herten, MD**, author of *"The Sobering Truth: What You Don't Know Can Kill You"*

Dr. Herten was a high-functioning alcoholic for over 30 years. He talked about the widespread nature of hidden alcoholism in our society. He believes that alcohol is more addictive and destructive than drugs like heroin. He said alcohol consumption contributes to a surprising number of cancers and other health problems.

**Issues covered:**

**Length: 8:10**

**Alcoholism**

**Personal Health**

**Pat Brown**, author of *"How to Save Your Daughter's Life: Straight Talk for Parents from America's Top Criminal Profiler"*

Ms. Brown said no daughter is safe from harm in today's world, especially now that social media makes it so easy to connect with people we barely know. She discussed risky choices that teens make that can put them in harm's way, and how predators use that behavior to choose their victims. She said parents of teen girls need to be more proactive than ever about keeping their daughters safe.

**Issues covered:**

**Length: 8:47**

**Youth At Risk**

**Parenting**

**Date Rape**

**Crime**

**Michelle Budig, PhD**, sociology professor, University of Massachusetts, Amherst

For 15 years, Dr. Budig has studied the parenthood pay gap. She has found that mothers are less likely to be hired for jobs, to be perceived as competent at work or to be paid as much as male colleagues with the same qualifications. However, having a child is good for a man's career. She discussed the possible reasons behind this problem and potential solutions.

**Issues covered:**

**Length: 4:57**

**Women's Issues**

**Workplace Matters**

**Parenting**

**Date aired: 10/12/14 Time Aired: 5:00a**

**Sally Satel, MD**, Resident Scholar at the American Enterprise Institute, editor of "*When Altruism Isn't Enough: The Case for Compensating Kidney Donors*"

12 people die each day while waiting for a life-saving kidney transplant. Dr. Satel discussed the shortage of organ donations and shared her story of receiving a kidney donation in 2006. She believes that a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children—rather than lump-sum cash payments—would eliminate the shortage of available organs.

**Issues covered:**

**Length: 8:28**

**Organ Donation**

**Government Policies**

**Personal Health**

**James Betts, PhD**, Senior Lecturer in Nutrition, Metabolism & Statistics at the University of Bath, England

Conventional wisdom has always maintained that breakfast is the most important meal of the day. Dr. Betts led a study of whether people who eat breakfast are healthier or lose weight more effectively than those who skip it. His research found that breakfast eaters consumed more calories each day and were more physically active overall, but there was no difference in weight. He said that while breakfast doesn't matter for adults, it is still important for children for nutrition and learning.

**Issues covered:**

**Length: 8:47**

**Nutrition**

**Personal Health**

**Monica Betson Montgomery**, author of *"The Keys to College: A Roadmap for Parents to Guide Their Children"*

Ms. Betson-Montgomery read and scored over 20,000 freshman college applications throughout her career. She believes the process of preparing for college should begin in grade school or even earlier. She outlined possible strategies for parents navigate their way through their child's educational career.

**Issues covered:**

**Length: 4:57**

**Education**

**Parenting**

**Date aired: 10/19/14 Time Aired: 5:00a**

**Robert Neuman, PhD**, former associate dean of academic advising at Marquette University, author of *"Are You Really Ready for College?: A College Dean's 12 Secrets for Success - What High School Students Don't Know"*

Roughly 2/3rds of college students fail to earn a degree in four years, and Dr. Neuman believes the reason is that they are ill-prepared. He outlined several strategies that high school students can use to enter college with the knowledge, learning skills and work ethic required to succeed. He explained why extra-curricular activities are also quite important when submitting a college application.

**Issues covered:**

**Length: 8:21**

**Education**

**Parenting**

**Graeme Cowan**, corporate mental health consultant, author of *"Back from the Brink: True Stories and Practical Help for Overcoming Depression and Bipolar Disorder"*

One in five Americans takes at least one psychiatric medication, such as an anti-depressant or anti-anxiety drug. Mr. Cowan shared his own story of battling depression. He explained how depression can affect a company's workforce, and how managers and co-workers can help someone who is suffering for depression, stress or other mental health issues.

**Issues covered:**

**Length: 8:48**

**Mental Health**

**Workplace Matters**

**Dana Peres Edelson, MD**, Director of Clinical Research at the Emergency Resuscitation Center at the University of Chicago Medical Center

Dr. Edelson was a co-author of revised guidelines for cardiopulmonary resuscitation for The American Heart Association. She outlined the current recommendations for CPR procedures, and said chest compression should be the top priority in a cardiac emergency.

**Issues covered:**

**Length: 5:00**

**Personal Health**

**Emergency Preparedness**

**Date aired: 10/26/14 Time Aired: 5:00a**

**AnnMarie Thomas, PhD**, Associate Professor, School of Engineering at the University of St. Thomas, author of *"Making Makers: Kids, Tools, and the Future of Innovation"*

Dr. Thomas said many of today's engineering students have few hands-on skills or the ability to actually make or fix something. She explained why it is crucial to encourage today's youth to think creativity and innovatively. She offered suggestions for parents who want to teach their children to be able to use their hands to make things.

**Issues covered:**

**Length: 8:31**

**Education**

**Parenting**

**Valter Longo, PhD**, biogerontologist and cell biologist, Professor at the University of Southern California-Davis School of Gerontology, Director of the USC Longevity Institute

Dr. Longo has led multiple studies examining the effect of fasting on life extension and cancer therapy. His latest study found that a three-day fast appears to significantly increase the effectiveness of chemotherapy treatments. He talked about the possible reasons behind this finding, and what people need to know before considering a fast.

**Issues covered:**

**Length: 8:47**

**Personal Health**

**Sara Bleich, PhD**, Associate Professor at Johns Hopkins Bloomberg School of Public Health.

Dr. Bleich believes consumers make poor nutritional choices because the concept of calories means very little to them. She conducted a study of urban teenagers in which signs were placed in convenience stores, informing patrons that it would take five miles of walking to burn up the calories from a soft drink. Soda sales declined, not only while the signs were posted, but even weeks after they were removed. She explained the importance of finding ways to communicate nutritional information in more useable formats.

**Issues covered:**

**Length: 5:16**

**Consumer Matters  
Nutrition**

**Government Policies**

**Date aired: 11/2/14 Time Aired: 5:00a**

**John Santa, M.D., M.P.H.**, Director of the Consumer Reports Health Ratings Center, which provides analyses and ratings to help consumers make informed health-care decisions

Dr. Santa and Consumer Reports recently evaluated the most frequently-used screenings for cancer. Of the eleven screenings evaluated, the organization only recommended three, cautioning that most consumers should avoid eight other common tests. Dr Santa explained the results of his study, and offered advice for health consumers.

**Issues covered:**

**Length: 9:21**

**Cancer**

**Personal Health**

**Consumer Matters**

**Nathaniel D. Smith, M.A., LPC-S, NCC**, Licensed Professional Counselor in suburban Dallas, specializing in anger management and domestic violence issues, author of "*Taming Your Temper: A Workbook for Individuals, Couples, and Groups*"

Mr. Smith said that anger is a growing problem in our society, caused in part by our nation's economic struggles in recent years. He discussed the typical causes of anger, and how out-of-control anger can harm a person's health, destroy relationships, and derail a career. He outlined several anger management strategies that he uses with patients in his practice.

**Issues covered:**

**Length: 7:52**

**Mental Health**

**Domestic Violence**

**Workplace Matters**

**Vaughan Dabbs, DC**, Chiropractor with more than 20 years of experience, author of "*This Is Why Your Back Hurts*"

Dr. Dabbs said Americans are 16 times more likely to experience back pain than someone who lives in a poorer country. He talked about the many choices of treatments for back pain. He also offered advice to improve poor posture, which he believes is one of the primary causes of back problems.

**Issues covered:**

**Length: 4:58**

**Personal Health**

**Date aired: 11/9/14 Time Aired: 5:00a**

**Spencer Cowan, PhD**, Vice President of Research at the Woodstock Institute, a Chicago-based nonprofit research and policy organization that focuses on fair lending and financial reform

Dr. Cowan led a study that examined fairness in the process of applying for a mortgage. He found that a home loan application listing a female applicant with a male co-applicant is less likely to be approved than one listing a male applicant with a female co-applicant. He discussed the possible reasons behind this issue and why it matters.

**Issues covered:**

**Length: 8:29**

**Women's Issues**

**Discrimination**

**Consumer Matters**

**Anne Fletcher**, health and medical writer, author of *"Inside Rehab: The Surprising Truth About Addiction Treatment-and How to Get Help That Works"*

Ms. Fletcher discussed treatment options for people with substance abuse issues. She visited 15 addiction treatment centers—from outpatient programs for the indigent to Alcoholics

Anonymous to famous celebrity rehabs—to determine what forms of rehab are effective. She said it's common for people who struggle with addiction to require treatment multiple times, but she found that rehab centers often provide the same treatment over and over, rather than trying different approaches for repeat patients.

**Issues covered:**

**Length: 8:49**

**Substance Abuse**

**Mental Health**

**Amanda E. Staiano, PhD**, Postdoctoral Research Fellow in the Division of Population Science at the Pennington Biomedical Research Center in Baton Rouge, LA



33% of American children are obese or overweight. Dr. Staiano was the lead author of a study that found that kids who have televisions in their bedrooms are twice as likely to be fat and nearly three times as likely to be at risk for heart disease and diabetes as those who don't. She recommended that parents limit a child's screen time to no more than two hours per day.

**Issues covered:**

**Length: 5:02**

**Children's Health**

**Parenting**

**Date aired: 11/16/14 Time Aired: 5:00a**

**Angela Garner, MD, FACEP**, emergency physician from Galveston, TX, President of the American College of Emergency Physicians

Many Emergency Room doctors say the fear of malpractice lawsuits results in extra blood tests and imaging scans that are not necessary. Dr. Gardner talked about this trend and why ER physicians are such an inviting target for legal action. She also offered suggestions on how to improve the situation.

**Issues covered:**

**Length: 9:03**

**Personal Health**

**Legal Issues**

**Government Policies**

**John Hartigan, Jr., PhD**, Director of the American Paredes Center for Cultural Studies and Associate Professor of Anthropology at the University of Texas at Austin, author of "*What Can You Say?: America's National Conversation on Race*"

How do Americans know whether a remark or incident is racially biased? Dr. Hartigan discussed the state of race relations in America and the media's role in it. He discussed ways that the first black President has affected attitudes regarding race relations.

**Issues covered:**

**Length: 8:08**

**Racial Issues**

**Media**

**Alan L. Ross, DMD**, President of the National Coalition for School Bus Safety

Although automobile safety technology has improved dramatically in the past two decades, school bus designs have changed very little. Dr. Ross explained the reasons behind this lack of

progress. He believes seat belts should be mandated in all school buses. He talked about the expenses involved to retrofit the nation's school bus fleet.

**Issues covered:**

**Length: 4:43**

**Child Safety**

**Traffic Safety**

**Parenting Concerns**

**Date aired: 11/23/14 Time Aired: 5:00a**

**Aimée Morrison, PhD**, Associate Professor of English Language and Literature, University of Waterloo

Professor Morrison discussed the synthetic perfection in nearly every image we see today, and how that affects women and their self images. She explained why the Photoshopping of nearly every image we see in the media has caused an increase in body insecurity among women. She believes the trend has actually reached a tipping point, where consumers are starting to be turned off by the unattainable images in advertising messages.

**Issues covered:**

**Length: 8:36**

**Women's Issues**

**Consumer Matters**

**Parenting**

**Media**

**Michael Harris**, author of *"The End of Absence: Reclaiming What We've Lost in a World of Constant Connection"*

Mr. Harris believes that we now live in an age that lacks solitude, and the time we once used to be alone with our own thoughts is now filled with social media and technology. He explained his own story of going on a "technology fast," and why those moments of silence are so important.

**Issues covered:**

**Length: 8:38**

**Mental Health**

**Technology**

**Karen Jones**, author of *"The Difference A Day Makes"*

Ms. Jones suggested quick and simple actions anyone can take to make a positive difference in the world around them, to fight scourges like homelessness, racism and poverty. She explained what she calls philanthropy, actions such as volunteering or donating that emotionally benefit the donor.

**Issues covered:**

**Length: 4:54**

**Volunteerism**

**Poverty**

**Homelessness**

**Date aired: 11/30/14 Time Aired: 5:00a**

**Donald McCabe, PhD**, Professor, Department of Management and Global Business at the Business School at Rutgers University

Dr. McCabe is a researcher who studies cheating in school. He has found that levels of cheating are on the rise in every level of education. He discussed some of the latest and most inventive methods of cheating fostered by newer technologies. He also offered suggestions to parents on how they can encourage their children to be honest.

**Issues covered:**

**Length: 9:36**

**Education**

**Ethics**

**Parenting**

**Gary Small, MD**, Director of the Memory and Aging Research Center at UCLA

Dr. Small discussed the growing number of cases of Alzheimer's Disease diagnosed in patients under the age of 65, and the possible causes of the trend. He also talked about the differences in Alzheimer's in young people compared to elderly patients, and the types of therapies and medications available.

**Issues covered:**

**Alzheimer's disease**

**Length: 7:39**

**Personal Health**

**Senior Citizen Issues**

**Harris Stratyner, PhD., C.A.S.A.C.**, Associate Professor and the Director of Addiction Recovery Services for the Department of Psychiatry at Mount Sinai Medical Center, Regional Vice President of Caron Recovery Center

Dr. Stratyner talked about his organization's survey, which found that a growing number of online conversations among teenagers involve the topics of illegal drug use and sex. He shared his

concern that many young people are getting dangerous misinformation about drug safety. He talked about the code words that teens often use online, and what parents need to know.

**Issues covered:**

**Length: 5:07**

**Substance Abuse**

**Youth At Risk**

**Parenting Concerns**

**Date aired: 12/7/14 Time Aired: 5:00a**

**Anise Wiley-Little**, expert in Human Resources, former corporate Chief Diversity Officer, author of *"Profitable Diversity: How Economic Inclusion Can Lead to Success"*

Ms. Wiley-Little said diversity is often ignored, although it can be a tremendous resource for businesses. She outlined the reasons that diversity and inclusion should matter to our nation's corporations and communities. She also said that in most cases, male managers and CEOs are ultimately in control of whether diversity succeeds or fails in a company.

**Issues covered:**

**Length: 9:21**

**Discrimination**

**Minority Concerns**

**Workplace Matters**

**Helaine Olen**, personal finance writer, author of *"Pound Foolish: Exposing the Dark Side of the Personal Finance Industry"*

Americans spend billions of dollars on personal finance products and advice. Ms. Olen discussed common myths purveyed by many of the nation's most respected financial gurus. She said the financial industry frequently sells products and services to consumers that offer little, if any, help in achieving financial security. She talked about the corrosive role that commissions and fees too often play in advice offered by money advisors.

**Issues covered:**

**Length: 7:56**

**Consumer Matters**

**Personal Finance**

**Joseph Ugrin**, Assistant Professor of Accounting, Kansas State University

Professor Ugrin discussed his study of a trend called “cyberloafing,” which is rapidly increasing in workplaces throughout the nation. He found that all employees – old and young alike – are spending large amounts of their workday on non-work-related activities online, such as social networking and managing their finances. He talked about the challenges that employers face in dealing with the problem.

**Issues covered:**

**Length: 4:49**

**Workplace Matters**

**Personal Productivity**

**Employment**

**Date aired: 12/14/14 Time Aired: 5:00a**

**Michael C. Harper**, expert in employment discrimination law, Barreca Labor Relations Scholar and Professor of Law, Boston University School of Law

Prof. Harper discussed the growing influence of age discrimination in today’s job market. He explained the reasons that employers often avoid older job applicants. He said the Age Discrimination in Employment Act, which prohibits employment discrimination against anyone 40 or older, is highly ineffective. Prof. Harper believes the law should be reformed to make it at least as strong a deterrent as laws that prohibit discrimination on race or gender.

**Issues covered:**

**Length: 8:41**

**Age Discrimination**

**Workplace Matters**

**Senior Citizens**

**Jeff Blyskal**, Senior Editor at Consumer Reports

Americans are used to being monitored for security reasons as they shop, but Mr. Blyskal said an increasing number of walk-in retailers are taking spying to a whole new level. He said stores are installing hidden video cameras, video analytics software, smartphone tracking and wi-fi hotspots to gather a surprising amount of data about their individual customers. The goal of this intense surveillance is to target shoppers with customized marketing, to convince them to shop more and spend more.

**Issues covered:**

**Length: 8:29**

**Consumer Matters**

**Personal Privacy**

**Frances Newton**, financial advisor, founder of Frances Insights

Ms. Newton said this is an excellent time of year for consumers to dig through credit card statements and bank receipts, and get their finances in order. She said getting organized will not only help a consumer to save money during the year, but it will also boost financial confidence.

**Issues covered:**

**Length: 4:58**

**Personal Finance**

**Consumer Matters**

**Date aired: 12/21/14 Time Aired: 5:00a**

**Felicia Cosman, MD**, Senior Clinical Director and Chair of the National Osteoporosis Foundation, author of *"What Your Doctor May Not tell you about Osteoporosis"*

Recent medical studies about the use of calcium to prevent osteoporosis have had conflicting findings. Dr. Cosman explained that most experts are still unsure about the value of taking calcium supplements. She stressed the importance of getting calcium through the diet, and offered other advice on how to improve bone health and reduce a person's chance of developing osteoporosis.

**Issues covered:**

**Length: 8:05**

**Personal Health**

**Women's Issues**

**Deborah Prothrow-Stith, MD**, expert in public health and youth/urban violence, Adjunct Professor at Harvard University, former Massachusetts Commissioner of Public Health, former Henry Pickering Walcott Professor of Public Health Practice at the Harvard School of Public Health

Dr. Prothrow-Stith discussed the growing trend of youth violence and gang activity in America. She believes that youth violence should be approached as a public health issue, similar to the way that smoking and lung cancer were dealt with through public education. She talked about the value of school-based programs, which have resulted in decreases in aggressive behavior. She also outlined the common characteristics that link most young violent offenders.

**Issues covered:**

**Length: 9:01**

**Youth Violence**

**Crime**

**Karen Simpson-Hankins**, mortgage and real estate expert, author of "*Conquer Your Closing: Insider Secrets for Today's Savvy Home Buyer*"

Ms. Simpson-Hankins discussed the four biggest mortgage mistakes most consumers will make and the questions that consumers should ask lenders. She also explained why home inspections are crucial in the home-buying process, and how consumers can wisely shop for the best interest rate.

**Issues covered:**

**Length: 4:59**

**Consumer Matters**

**Economy**

**Date aired: 12/28/14 Time Aired: 5:00a**

**Frederick M. Hess**, Resident Scholar and Director of Education Policy Studies at the American Enterprise Institute, author of "*The Same Thing Over and Over: How School Reformers Get Stuck in Yesterday's Ideas*"

Mr. Hess believes that even bitter opponents who argue about how to improve schools agree on more than they realize. He suggested that uniformity frequently gets in the way of quality education and that the American education system must change radically. He also said that schools need to implement a much wider variety of schooling options that would better meet student needs.

**Issues covered:**

**Length: 9:23**

**Education Reform**

**Government Policies**

**Kristen Kirkpatrick, MS, RD, LD**, Dietician and Wellness Manager, The Cleveland Clinic Wellness Institute and The Cleveland Clinic Lifestyle 180 Program

Ms. Kirkpatrick said that consumers need to put more thought into the foods that they buy. She offered suggestions to help people read nutrition labels to make wiser choices.. She explained how to find a local farm or produce supplier, which usually can provide information about their food more accurately than a supermarket.

**Issues covered:**

**Length: 7:44**

**Nutrition**

**Personal Health**

**Lance Dodes, MD**, psychiatrist and psychoanalyst, Assistant Clinical Professor of Psychiatry at Harvard Medical School, author of "*Breaking Addiction: A 7-Step Handbook for Ending Any Addiction*"

Dr. Dodes explained how to identify an addiction and recognize key moments in addictive behavior. He said that every addictive act is normally preceded by a feeling of helplessness or powerlessness. He offered both long- and short-term advice for those dealing with an addiction.

**Issues covered:**

**Length: 4:46**

**Addiction**

**Mental Health**



# **TODAY'S WORLD 2014 Q4**

## **Program Synopsis**

October – December 2014

**“Bay Area Pet Fair & Adopt-a-thon” featuring Mike Murray, Community Outreach Manager for Pet Food Express and Nancy McKenney, CEO of Marin Humane Society**

**AIR DATE: October 5, 2014**

The Bay Area Pet Fair returns to the Marin Center on October 5<sup>th</sup> & 6<sup>th</sup> featuring hundreds of adoptable dogs, cats and small animals. Mike Murray, Community Outreach Manager for Pet Food Express and Nancy McKenney, CEO of Marin Humane Society join us to discuss this years event how the Marin Humane Society works with dozens of local rescue groups to hold this event every year.

**“Making Strides Against Breast Cancer” with Ondine Boulter, Community Events Specialist for the American Cancer Society**

**AIR DATE: October 12, 2014**

October is Breast Cancer Awareness Month and one of the American Cancer Society's biggest fundraising events each year is “Making Strides Against Breast Cancer.” Community Events Specialist Ondine Boulter joins us to talk about this celebration of survivorship and how people can get involved to help the fight against breast cancer.

**“Ending Food Waste” with Rob Greenfield**

**AIR DATE: October 19, 2014**

Americans throw away billions of dollars in food each year. Rob Greenfield is on a mission to change that. Rob visited the Bay Area for Oakland's “Feeding the 5,000” event raising awareness of food insecurity and food waste.

**“Breast Cancer Awareness Month” with Dr. Kathleen Grant, Medical Oncologist from the California Pacific Medical Center**

**AIR DATE: October 26, 2014**

This week during Part 2 of our series on Breast Cancer Awareness, Dr. Kathleen Grant, Medical Oncologist from the California Pacific Medical Center joins us to discuss the fight against breast cancer. She shares the latest developments, new findings in genetic research, and preventative measures women can take to prevent breast cancer.

**“The Unity Council – DIA Festival” with Chris Iglesias, CEO of The Unity Council in Oakland**

**AIR DATE: November 2, 2014**

The Unity Council is celebrating 50 years of service to Oakland and surrounding communities. CEO Christ Iglesias joins us to discuss the group’s youth and education services and job training programs, the upcoming 50 year celebration, and the DIA Festival held yearly in Oakland’s Fruitvale district.

**“Volunteerism & San Francisco CASA” featuring Renee Espinoza, Executive Director of San Francisco CASA and Gail Nebenzahl, California Volunteer of the Year**

**AIR DATE: November 9, 2014**

Renee Espinoza, Executive Director of San Francisco CASA and Gail Nebenzahl, recently named California Volunteer of the Year join us to discuss San Francisco CASA and the difference it makes to foster youth in the Bay Area. We also talk about the importance of volunteerism and how to get started giving back in your community.

**“GLIDE Annual Holiday Jam” featuring Reverend Cecil Williams and Janice Mirikitani**

**AIR DATE: November 16, 2014**

GLIDE has been helping serve the homeless and uplift people in San Francisco for over 40 years. Reverend Cecil Williams and Janice Mirikitani visit to share details of this year’s Holiday Jam “Legends Live” featuring Rita Moreno, Joan Baez and tributes to Robin Williams and Maya Angelou. The annual event is the organizations primary fund raising event and helps provide nearly 1 million free meals each year.

**“The Good Tidings Foundation” with Founder & Chairman Larry Harper**

**AIR DATE: November 23, 2014**

The Good Tidings Foundation helps refurbish and maintain athletic facilities and fields as well as creating original projects in arts and education. Founder & Chairman Larry Harper joins us to discuss their efforts assist kids in the Bay Area.

**“Imagine Talks” with Francis Kong of the Asian American Foundation**

**AIR DATE: November 30, 2014**

Francis Kong of the Asian America Foundation shares the vision for the upcoming "Imagine Talks" event January 17, 2015. The event seeks to empower women and celebrate society with with inspiring talks from community leaders.

**“Caltrain’s Holiday Train 2014” featuring Caltrain’s Christine Dunn**

**AIR DATE: December 7, 2014**

Caltrain’s annual Holiday Train travels around the Bay Area to collect over 2,000 toys for the Toys for Tots program. Caltrain’s Christine Dunn joins us to discuss this year’s efforts and where donations will be accepted during the 2-day event.

**“St. Vincent de Paul Society” with Margi English, Executive Director**

**AIR DATE: December 14, 2014**

Margi English, Executive Director of St. Vincent de Paul Society of San Francisco joins us to discuss their efforts to address homelessness in the City and provide assistance to survivors of Domestic Violence.

**“What Does Goodwill Do?” with Maureen Sedonaen, President and CEO of SF Goodwill**

**AIR DATE: December 21, 2014**

Maureen Sedonaen, President and CEO of SF Goodwill talks about the mission of Goodwill and their efforts to help put people back to work by partnering with businesses around the Bay Area. Maureen also discusses their annual Donate-a-thon coming up on December 31<sup>st</sup> and their goal to fill 60 trucks.

**“Celebrating Oakland” with Visit Oakland's Director of PR & Community Relations Kim Bardakian**

**AIR DATE: December 28, 2014**

Oakland is being called the new Brooklyn as news of the city’s revitalization makes national news. Visit Oakland's Director of PR & Community Relations Kim Bardakian joins us to discuss the city's resurgence and the upcoming Oakland Restaurant Week January 15-25, 20

# **LISTEN UP BAY AREA Q4 2014**

## **Program Synopsis**

October-December 2014

### **“Jails to Jobs” Featuring Mark Drevno**

**AIR DATE: October 5, 2014**

Mark Drevno and Judy Jacob with Jails to Jobs join the program to talk about how they continue to help ex-convicts find work.

### **“Habitat for Humanity” Featuring CEO Phillip Kilbridge**

**AIR DATE: October 12, 2014**

Mr. Kilbridge discusses Habitat's expansion out of SF into other Bay Area communities

### **“Maine Coon Adoptions” Featuring Elaine In**

**AIR DATE: October 19, 2014**

What makes Maine Coon Cats unique, and why so many need to be adopted

### **“Family Violence Law Center” Featuring Executive Director, Erin Scott.**

**AIR DATE: October 26, 2014**

How domestic abuse isn't always physical, and people can intervene if domestic abuse is occurring.

### **“Community Technology Center” Featuring Executive Director, Kami Griffiths.**

**AIR DATE: November 2, 2014**

How CTC is bringing and teaching everyday tech to people who might be out of reach.

**“Rebuilding Together San Francisco” Featuring Executive Director Karen Nemsic**

**AIR DATE: November 9, 2014**

A discussion of people can get involved providing basic home repairs for people who can't afford professional repairs.

**“Janet Pomeroy Center” Featuring CEO Eric Zigman**

**AIR DATE: November 16, 2014**

How the JPC in San Francisco provides educational opportunities for people with disabilities, and how people can volunteer.

**“SF-Marin Food Bank” Featuring Executive Director, Paul Ash**

**AIR DATE: November 23, 2014**

How/why the SF Food Bank expended into Marin Co when people have the impression that Marin is so affluent. How people can donate and volunteer.

**“Writer/Coach Connection” Featuring Executive Director, Robert Menzimer**

**AIR DATE: November 30, 2014**

How The Writer/Coach connection matches mentors with Bay Area youth to help improve reading and writing skills, and people can volunteer.

**“SF Child Abuse Prevention Center” Featuring Executive Director, Katie Albright**

**AIR DATE: December 7, 2014**

Katie discusses how child abuse is not just physical, but emotional as well, how to recognize abuse, and how law enforcement becomes involved.

**“World Reader” Featuring Co-Founder David Risher**

**AIR DATE: December 14, 2014**

How World Reader put digital reader and content into the hands of children around the world who might not have access to books.

**“Children’s Creativity Museum: Featuring Mary Jo Pice**

**AIR DATE: December 21, 2014**

How the Children's Creativity Museum promotes creativity in problems solving for children of the Bay Area.

**“Art Heroes” Featuring Kevin McMahon**

**AIR DATE: December 28, 2014**

Art Heroes is a creative collective that provides free high quality design work to non-profits.

# COMMON WEALTH CLUB 2014 Q4

## Program Synopsis

October - December 2014

**“Before the First Shots Are Fired: How America Can Win or Lose off the Battlefield” with General Anthony Zinni & Michael Nacht, PhD**

**AIR DATE: October 5, 2014**

General Anthony Zinni, USMC (ret.); Special Envoy to the Middle East (ret.); Author, Before the First Shots Are Fired: How America Can Win or Lose off the Battlefield

In conversation with Michael Nacht, Ph.D., Professor and former Dean, Goldman School of Public Policy, U.C. Berkeley; Former Assistant Secretary of Defense for Global Strategic Affairs, Obama Administration

The question of whether the U.S. should act as the world's police force has been disputed for decades – should the U.S. respond to issues abroad with military force? Retired four-star General Tony Zinni examines this question and breaks down the process of how the U.S. decides to go to war in his latest book. Drawing on his extensive military career spanning several decades, General Zinni analyzes America's history of military action, the role of government in the military process and the necessary shifts in order to make the decision to go to war a more transparent process.

**“Fashion & Style” with Joe Zee & Carlyne Zinko**

**AIR DATE: October 12, 2014**

Joe Zee, Editor in Chief and Executive Creative Officer, Yahoo Style; Former Creative Director, Elle; & Carlyne Zinko, Style Reporter, San Francisco Chronicle;

Here's a chance to improve your own sense of style in a world where the clothes you put on each morning send a message. As San Francisco Fashion Week begins, noted fashion expert Joe Zee will provide a rare inside look at the trends that dominate the fashion industry. He'll also bring behind-the-scenes stories about designers and the celebrities who wear them. Having previously held fashion editorial positions at W, Details, Vanity Fair and House & Garden, Zee will also discuss his latest role at Yahoo.

**“Leadership, Faith and Social Justice” with Dr. Cornell West & Julie Chang**

**AIR DATE: October 19, 2014**

Cornel West, Ph.D.; Professor, Union Theological Seminary; Author, Black Prophetic Fire

Julie Chang, Associate Chair and Associate Professor of English, Santa Clara University – Moderator

“Have we forgotten how beautiful it is to be on fire for justice?” Dr. West – activist, author and philosopher – will discuss his latest work and offer his thoughts on the intersection between leadership, faith and social justice.

**“Raise Your Voice Change the World” with Kirsten Gillibrand & Sheryl Sandberg**

**AIR DATE: October 26, 2014**

Kirsten Gillibrand, U.S. Senator; Author, Off the Sidelines: Raise Your Voice, Change the World, In conversation with Sheryl Sandberg, Chief Operating Officer, Facebook; Author, Lean In

The senator recounts her personal journey in public service and aims to galvanize women to reach beyond their busy lives and make a meaningful difference in the world around them.



If women were fully represented in politics, Gillibrand says, national priorities would shift to issues that directly impact them: affordable daycare, paid family medical leave, and equal pay. Pulling back the curtain on Beltway politics, she speaks candidly about her legislative successes (securing federally funded medical care for 9/11 first responders, repealing Don't Ask, Don't Tell) and her crushing disappointments (failing by five votes to pass a bill protecting survivors of sexual assault in the military). Gillibrand also shares stories of growing up the daughter and granddaughter of two trailblazing feminists in a politically active family in Albany, New York, and retraces her nonlinear path to public office.

### **“A Memoir of Leadership in War & Peace” with Leon Panetta**

**AIR DATE: November 2, 2014**

Leon Panetta, Former Director, CIA; Former U.S. Secretary of Defense; Author, *Worthy Fights: A Memoir of Leadership in War and Peace* with Dr. Gloria C. Duffy, President & CEO of The Commonwealth Club – Moderator.

Leon Panetta has had two distinct and consequential careers as an American public servant. His first lasted 35 years and culminated in his role as President Clinton's budget director and White House chief of staff. He stepped back from his public life to establish the Panetta Institute with his wife, Sylvia. In 2009 he again stepped into the role of CIA director, eventually leading the campaign to kill Osama Bin Laden. Following that victory, Panetta became the U.S. secretary of defense, inheriting two troubled wars in a time of austerity and painful choices.

In his new book, *Worthy Fights*, Panetta is frank about the current state of affairs. Suffused with its author's stubborn common sense, the book is an epic American success story, a great political memoir, and a revelatory view onto many of the great figures and events of our time.

### **“A Path Appears” with Nicholas Kristof & Jessica Jackley**

**AIR DATE: November 9, 2014**

Nicholas Kristof, Columnist, New York Times; Co-author, *A Path Appears*; Two-time Pulitzer Prize Winner

In conversation with Jessica Jackley, Co-Founder of Kiva

Kristof is a two-time Pulitzer Prize-winning columnist for The New York Times, awarded first in 1990 for his coverage of China's Tiananmen Square democracy movement and later in 2006 for his reporting on genocide in Darfur. His columns unpack the hidden and often shocking side of global issues, from poverty to human trafficking. Nick's latest book, *A Path Appears*, champions stories of individuals, organizations, and research breakthroughs that took small steps to make not-so-small differences in the world. A 9-year-old asked friends and family to donate to a charity: water campaign as her birthday present, raising \$220 – six weeks later she tragically died, spurring \$1.2 million in donations and providing clean water to 37,000 Ethiopians. Parasites in the bellies of schoolchildren account for a quarter of absenteeism in Africa—and deworming costs 2 cents at scale. Kristof reminds us that you don't have to devote your life or give away millions to have a profound impact on the lives of the suffering.

**“Medicine and What Matters in the End” with Atul Gawande & Alice Huan-mei Chen**

**AIR DATE: November 16, 2014**

Atul Gawande, Author, *The Checklist Manifesto* and *Being Mortal: Medicine and What Matters in the End*; Staff Writer, *The New Yorker*; Professor, Harvard Medical School, Harvard School of Public Health

Alice Huan-mei Chen, M.D., M.P.H., Chief Integration Officer, Director of the Center for Innovation in Access and Quality, and Director of the eReferral Program, San Francisco General Hospital; Professor of Medicine, University of California, San Francisco — Moderator

Gawande tackles the question of how medicine can not only improve life but also the process of its ending. Modern medicine, dedicated to prolonging life, inevitably runs counter to the natural condition of aging and death. Nursing homes, hospitals and doctors, in the process of provide the aging and dying with the best care, continue to pin patients to railed beds and carry out devastating procedures that ultimately extend suffering.

A practicing surgeon and MacArthur fellow, Gawande addresses his profession's ultimate limitation, arguing that quality of life is the desired goal for patients and families. Gawande offers examples of more socially fulfilling models for assisting the infirm and dependent elderly, and he explores the varieties of hospice care to demonstrate that a person's last weeks or months may be rich and dignified. Gawande asserts that medicine can comfort and enhance our experience even to the end, providing not only a good life but also a good end.

### **“Fracking” with US Secretary of Energy Ernest Moniz**

**AIR DATE: November 23, 2014**

Ernest Moniz, U.S. Secretary of Energy

Love it or hate it, fracking is changing the way America powers its economy. Thanks to fracking, the United States is now the world's largest petroleum producer, something unthinkable a few years ago. Coal is down, but not out. Nuclear's knees are buckling due to low natural gas prices and the fallout from Fukushima. Researchers and investors are looking for big breakthroughs in storage technology and sucking carbon out of smokestacks.

In Silicon Valley the buzz is about the Internet of Things and merging information technology with energy. Previous attempts to marry those two didn't end well. Is this time different? What are the promising areas for innovation and creating new jobs and economic growth? What role should the U.S. government play in discovering new fuels and getting them to market? Join us for a conversation with one of America's top power players.

### **INFORUM's 21<sup>st</sup> Century Visionary Award Winner Marissa Mayer in conversation with Marc Benioff of Salesforce**

**AIR DATE: November 30, 2014**

Marissa Mayer, President and CEO, Yahoo In conversation with Marc Benioff, Chairman and CEO, salesforce.com

Marissa Mayer is the CEO of Yahoo and is one of very few women to have run a Fortune 500 company. In 2013, Mayer earned the number one spot on Fortune Magazine's 2013 "40 Under 40" list. Fifteen years before she became the tech powerhouse she is today, Mayer was hired as the 20th employee at a small tech company. This company, Google, enjoyed a meteoric rise to prominence under Mayer's tenure and launched successful and groundbreaking products such as Google Maps, Google News, Gmail and Chrome. In 2012, Mayer claimed a bigger stage with her appointment as CEO of Yahoo. In two years, Mayer has reinvigorated Yahoo's brand, reimagined all of its core products including Yahoo Mail, Flickr and more, and introduced new mobile products such as Yahoo Weather and Yahoo News Digest which have both won design awards. In addition, Mayer has acquired more than 40 companies, including Tumblr. Her boldness has made her a household name, and we're pleased to award Marissa Mayer INFORUM's 21st Century Visionary Award.

**"The Rise of Isis and Changing Landscape of the Middle East" with Abbas Milani**

**AIR DATE: December 7, 2014**

Abbas Milani, Director of Iranian Studies, Stanford University

Milani is one of the founding co-directors of the Iran Democracy Project and a research fellow at the Hoover Institution. Until 1986, he taught at Tehran University's Faculty of Law and Political Science, where he was also a member of the board of directors of the university's Center for International Relations. For eight years, he was a visiting research fellow in University of California, Berkeley's Middle East Center. Come hear one of the world's top Middle East experts give his take on how ISIS will ultimately impact the region and the U.S.

**"Up the Ladder: Women Pursuing Careers in Science and Technology" with Hilary Seligman, Diane Wara, Eva Cole and Sara Seims**

**AIR DATE: December 14, 2014**

Hilary K. Seligman, M.D., MAS, Associate Professor in Residence, Departments of Medicine and of Epidemiology and Biostatistics, UCSF

Diane Wara, M.D., Professor of Pediatrics, UCSF

Eva Cole, Student, Holy Names High School, Oakland; Alumna, Girls Who Code

Sara Seims, Ph.D., Senior Fellow, Population and Reproductive Health Program, Packard Foundation – Moderator

How and why do women decide to pursue careers in science and technology? What is the reaction of their family, friends, teachers and others? This panel of three women at three different points in their careers – early, middle and advanced – will discuss the experiences that have supported and challenged their career pursuits. Come learn from their stories and hear ideas about how to attract more women to areas of science where they are still greatly under-represented, such as engineering and mathematics.

### **“An Evening with Jaques Pepin” featuring Jaques Pepin and Emily Luchetti**

**AIR DATE: December 21, 2014**

Jacques Pépin, Chef; Author, *Essential Pépin*

Emily Luchetti, Chef – Moderator

World-renowned chef Jacques Pépin is a gifted culinary artist. He has hosted 13 popular cooking series on public television and written dozens of cookbooks. Pépin was born in Bourg-en-Bresse, near Lyon. His first exposure to cooking was as a child in his parents' restaurant, Le Pelican. From 1956 to 1958, Pépin was the personal chef to three French heads of state, including Charles de Gaulle. After moving to the United States in 1959, Pépin served for ten years as director of research and new development for the Howard Johnson Company, a position that taught him about mass production, marketing, food chemistry and American food tastes.

Enjoy an evening with internationally renowned French chef, author, and television personality Jacques Pépin, as he discusses his upcoming 14th cooking series, “Jacques Pépin: Heart and Soul.”

## **“A Conversation with John Cleese” with John Cleese and Adam Savage**

**AIR DATE: December 28, 2014**

John Cleese, Actor; Writer; Producer; Author, So, Anyway...

In conversation with Adam Savage, Host, “Mythbusters”

Join Cleese as he takes us on a grand tour of his ascent in the entertainment world, from his humble beginnings in a sleepy English town to the pinnacle of comedy and worldwide success.

With his signature characters – the Minister of Silly Walks and the owner (and would-be returner) of a dead parrot – Cleese's work with Monty Python's Flying Circus and Fawlty Towers has become legendary. His hit films Monty Python and the Holy Grail, Life of Brian and A Fish Called Wanda, and his memorable roles in James Bond and Shrek have put him in a class of his own. From his hilarious tweets and new memoir, hear more from this towering comedic genius.